WHAT IS CLAIMED IS:

1   1. A method for collecting information related to an information

2 distribution system, comprising:

3   receiving user inputs at a terminal;

4   collecting trend data based on the received user inputs; and

5   reporting the collected trend data to a server in the information distribution

6 system.

1   2. The method of claim 1, wherein each received user input corresponds

2 to an event, the method further comprising:

3   stamping each event with a time of occurrence for the event.

1   3. The method of claim 2, further comprising:

2   associating each event with a source where the event occurred.

1   4. The method of claim 1, wherein the collected trend data is reported

2 periodically.

1   5. The method of claim 1, wherein the collected trend data is reported

2 upon receiving a request for the trend data.

1   6. The method of claim 1, wherein the trend data includes user interaction

2 at the terminal.

1   7. The method of claim 1, wherein the trend data includes user

2 demographic information.

1   8. The method of claim 1, wherein the trend data includes user selections

2 for specific programming choices.

1   9. The method of claim 1, wherein the trend data is indicative of user

2 preferences for programming.

1   10. The method of claim 1, wherein the user inputs include a selection for

2   a particular filter icon from among a plurality of filter icons provided in a user interface at

3   the terminal.

1   11. The method of claim 1, wherein the user inputs include a selection for

2   a particular program provided to the terminal.

1   12. The method of claim 1, wherein the user inputs include a request for a

2   particular program to be provided to the terminal.

1   13. The method of claim 1, wherein the user inputs include user

2   navigation through a user interface.

1   14. A method for collecting information related to an information

2   distribution system, comprising:

3   receiving user inputs at a terminal, wherein each received user input

4   corresponds to an event;

5   stamping each event with a time of occurrence for the event;

6   collecting trend data based on the events at the terminal; and

7   reporting the collected trend data to a server in the information distribution

8   system.

1   15. A method for collecting information related to an information

2   distribution system, comprising:

3   receiving trend data based on user inputs at a plurality of terminals; and

4   analyzing the trend data in accordance with one or more categories.

1   16. The method of claim 15, further comprising:

2   determining statistical information for the received trend data.

1   17. The method of claim 15, further comprising:

2   polling the plurality of terminals for the trend data.

1   18. The method of claim 17, wherein the plurality of terminals are

2   randomly selected for polling.

1   19. The method of claim 15, wherein the trend data is indicative of user

2   preferences relating to television viewing.

1   20. The method of claim 15, wherein the trend data is indicative of user

2   habits and preferences relating to use of an interactive program guide.

1   21. The method of claim 15, wherein each received user input corresponds

2   to an event at the terminal, and wherein the trend data includes a plurality of events

3   collected at the plurality of terminals.

1   22. The method of claim 21, wherein the analyzing includes

2   categorizing the events into time of day at which the events occurred.

1   23. The method of claim 21, wherein the analyzing includes

2   categorizing the events into day of week in which the events occurred.

1   24. The method of claim 21, wherein the analyzing includes

2   categorizing the events by geographic regions in which the events

3   occurred.

1   25. A method for providing information in an information distribution

2   system, comprising:

3   receiving trend data based on user inputs at a plurality of terminals;

4   analyzing the trend data in accordance with one or more categories; and

5   delivering contents to the plurality of terminals based at least in part on the

6   analyzed trend data.

1   26. The method of claim 25, wherein the trend data includes demographic

2   information collected for the plurality of terminals.

1   27. The method of claim 25, further comprising:

2   selecting and targeting contents for delivery to the plurality of terminals

3 based on the analyzed trend data.

1   28. The method of claim 27, wherein the targeted contents include

2 advertisements or programming, or a combination thereof.